



## Getting Started

Hello and welcome to the e-lottery affiliate guide. If you're reading this I have to presume that you have decided to join the e-lottery as an affiliate in my team. As your sponsor (or the upline of the person who sponsored you) it's my responsibility to help you fully understand the business and help you get started in the right direction.

Before you continue I recommend you print a copy of this guide so you can make a few notes as we progress.

Okay, you've joined e-lottery as an affiliate. Almost instantly you should have received a welcome email from Virtual World Direct Ltd (VWD). Within this email will be a membership number it will contain 5 or 6 numbers.

Write your membership number here..... This is the number you'll need to quote if you ever need to contact VWD directly.

The VWD support contact details are:

Telephone: +44 (0)1492 534483

Fax: +44 (0)1492 536072

e-mail: [admin@vwdmail.com](mailto:admin@vwdmail.com)

Your e-lottery affiliate website location is at: [www.e-vwd.com/your ID#](http://www.e-vwd.com/your ID#) followed by your initials.

Example.

My ID# is **18585** and my initials are **JT** (John Trayhorn) my site: [www.e-vwd.com/18585JT](http://www.e-vwd.com/18585JT)

Before you continue please add you initials to the end of your membership number you wrote down in the space provided above.

From here on, unless stated otherwise, when ever I refer to your ID Code it should always contain your initials. I have to make this clear because on many occasions members have jumped straight in without proper study and attempted to send prospects to their website with just the number. Your site will not load if your initials don't follow your membership number.

Whilst this guide is about getting started fast in your new business, please take the time to visit your website and study the back office. While at your site, click the red login button in the top right corner of the page. Enter you ID (number only this time) and your password. Again, your password will be listed in the welcome e-mail you received from VWD. Please spend a fair amount of your free time touring the members back office.

## **Promoting Your E-Lottery Website**

After a bit of back office investigation you may feel a little overwhelmed with all the possible ways you can promote your business. In the promotional area of the office you'll find flyers, drop cards, scratch cards, videos, banners, dvd's etc.

Whilst you have the last say in how you run your business I do feel it's my responsibility to at least make some recommendations. I am one of the top ten affiliates in the world for VWD. If I can help you become the same I will be over the moon and I guess you will too.

Remember, I'm here to help you get started and the only person who wants you to be as successful as you do is me. This guide has been produced with you in mind. I won't tell you to go out and do things I wouldn't do and I certainly won't hype things up to get you to take action and risk losing money.

This guide is not responsible for my income. It's the content of this guide, that when followed starts to attract the income.

Over the last few years I have tried many different ways of promoting my e-lottery business and it's only been over the last year that I have really started to get things together. I have taken all I've learned and now developed a nice little part time strategy that allows me to help build YOUR business in exactly the same way as I have been building mine. I call it my Auto Promo Strategy.

## **My Auto Promo Strategy**

As you're well aware, you already have your very own e-lottery website so all you need to do is send prospects there right? Wrong! You have a state of the art multi media website, one of the best on the internet today, and I'm telling you not to send your prospects there. How crazy is that?

The reason is simple... My experience shows, and my cheques go on to prove that a very good percentage of your contacts will join the e-lottery through you but you'll be lucky if just 1% of them join after their first visit to your website.

Listen, here's all the proof you need to fully understand My Auto Promo Strategy. There are an

estimated 20,000,000, yes, 20 MILLION lottery players in the UK. That's around 48% of adults! So the truth is, there's a huge amount of people who would be **interested** in guaranteeing the 6th ball on both weekly draws.

You'll notice that I underlined interested in the above paragraph and the reason for that is because interested is not going to make you money. The only way you're going to make money is when your prospect **wants** to guarantee the 6th ball.

Now it doesn't matter what product or service we sell, only 1% of interested people will buy the product the first time they see it. Yet it's well known in marketing that between 50 - 80% of people interested in a product will eventually buy it. Unfortunately these 50 - 80% of people don't buy from the first person or place they originally saw it. The reason for this is they simply forgot where they first saw it. The only solution is to consistently contact the interested prospects and indirectly ask them if they're ready to buy yet.

How many businesses do this? Not many! Especially when it comes to one man home based businesses. Most people who set up a home business consistently try to make a living from the 1% of interested people who buy first time. Then after a month or so in business they quit because they soon realise that the reward of 1 sale in 100 will bankrupt them. Trust me here, when I first started my e-lottery business this is the way I worked it. I was a one hit wonder! Then it hit me like a bolt of lightning. If you can't make a good living with a service or product that 48% of the adult population are interested in then you might as well forget it.

My aim was to find a way of making good money from the e-lottery and this would be done by using the knowledge that a high percentage of people interested in a product or service eventually buy it. Me sending 100 people to my e-lottery website to get 1 paying member was not on. Today, I am one of the top 10 recruiters for e-lottery.

How on earth do I manage it? Without speaking to a single person or spending any money?

This is going to blow your mind! Pay close attention to the dates and times... Do you know what happened at 8:00 PM on Saturday the 20th May 2006? Well if you don't, it was a £17 Million Lottery Super Draw. In the run up it news of this was in the papers, on the TV and on the Radio... then good old me contacts a pre-built list of interested lotto players and offered them... yet again, the chance of guaranteeing the 6th Ball!

Why do **interested** people turn into **wanting** people? Here's why... if you matched 5 main numbers on that evening you would have won just £1,733.00! So close yet so far away! If you had the 6th ball in the bag you'd have got a juicy cut of £17,677,966.00!

I'm sorry, but if you were one of those 611 people who got 5 numbers you'd be well and truly gutted!

Okay, this is all very interesting but you want details, you want to know the best way to capitalise on the major national interest of the lottery. Well my new friend and business partner, it's simple! And do you know what I am prepared to do much of the work for you. And it's all thanks to My Auto Promo Strategy.

## Here's how it works...

I own the website... <http://www.5-balls.com>

Click the link above, have a quick look and come straight back. Do not enter your details into the form just yet as we will discuss this area later.

Right, you've seen my 5 Balls website. Where the vast majority of other e-lottery affiliates send their prospects direct to their official affiliate site (one hit wonders) my team play the game smart.

We direct our interested prospects to [www.5-balls.com](http://www.5-balls.com) with our VWD ID Codes. Remember?

This is your membership number followed by your initials. Mine is **18585JT**.

Once your prospect enters this code into the form on [www.5-balls.com](http://www.5-balls.com) the system knows that you're the referrer. Once the prospect enters their details I can then contact them as often as I wish by email. Usually within a minute or two of them entering their details they receive an email with a link to your website.

It's important that I inform you that the 5 Ball concept does not promote the affiliate side of the business. This is for good reason. Most of your prospects, friends and family members are lottery players. They're not online entrepreneurs! Try and sell them on the business side of things and they will run a mile. Remember - you only earn money from e-lottery syndicates not just because you signed up an affiliate. I'll discuss signing up affiliates later but I'm sure you understand where I'm coming from.

**Only offer people something they're already interested in and you'll never look a fool.**

### Stage One

All you need to do is consistently direct people to [www.5-balls.com](http://www.5-balls.com) with your ID Code. Your membership number followed by your initials. Don't complicate things here. Simply ask a prospect if they play the lottery. Approximately 48% of adults say yes. Next ask if they've heard of the 5 Ball Concept? Almost 100% will say no. Give them our team site address

[www.5-balls.com](http://www.5-balls.com) along with your ID CODE. Job done... next!

### Stage Two

Well your job is done. All you do is keep sending people to the 5-balls website with your ID code and leave the rest to me. I will stay in contact with all your prospects on your behalf. I'll remind them of rollovers and super draws and the benefit of guaranteeing the 6th ball.

This stage of the game is very, very important. Almost ALL the people who have joined me in e-lottery, were contacted about the e-lottery more than half a dozen times. Some had been contacted more than a dozen times and then all of a sudden their interest had turned into a want!

When you present a new product or service to someone for the first time it's very rare if they buy

straight away. Think about it, you eat at a lovely restaurant and a week later you tell your best friend about it. Your enthusiasm generates interest in your friend but it's highly unlikely they'll dash off and eat there right there and then. In fact, give it a few hours and they'll have forgotten you even mentioned it. Then a few weeks later your friend is at work and asks a colleague if he knows of a good place to dine. The colleague says have you tried so and so. Your friend then remembers that you also recommended so and so and off they go and spend some money. In the nature of our business the work colleague would have made money and you wouldn't.

## **Our Business Relationship & Building An Organisation.**

So the foundation to our business relationship is explained and it's simply a matter of you finding interested people, sending them to [www.5-balls.com](http://www.5-balls.com) and leaving me to follow through and follow up on a regular basis.

However, as you're an affiliate you like the idea of having your own team of affiliates from which you can earn from multiple levels of your organisation. How can I help you in that area? As an affiliate of VWD you can refer people to the e-lottery syndicates. This is where the money is made. You earn 20% commission from every paying customer. You can also refer other affiliates and earn 5% from all their paying customers. In fact you can earn 5% from all paying customers on your levels 2, 3 and 4 and with the right qualifications you can also earn 5% on levels 5, 6 and 7.

So how do you go about finding affiliates. Well, my experience shows that a fair percentage of ordinary e-lottery syndicate players opt for the affiliate program without being sold on it. This is fair enough but they don't tend to do anything with the business. My advice is to try and split your contacts into two groups.

You want Group 1 to be: Lottery players and Group 2 to be: Entrepreneurs.

Group 1 will naturally be much bigger than Group 2. Here's why...

Group 1 - There are approximately 20,000,000 lottery players in the UK

This group of people want to **WIN** big money!

Group 2 - There are approximately 26,000 lottery terminals in the UK

This group of people want to **EARN** big money from the 20 Million players!

Do get me wrong here. I'm not saying you can only approach businesses with lottery terminals. The above is to give you a clear understanding that **WINNING** money is far more popular than setting up a business and **EARNING** money. Sad but true... in fact a recent survey in America revealed that 1 in 3 people believe the only way to true wealth is to win the lottery.

## **Be Very Careful!**

I recently received a call from a lady who joined my team and before speaking to me had told all her friends about her amazing new business opportunity. Before I continue I'll repeat a sentence from earlier in this guide...

## **“Only offer people something they’re already interested in and you’ll never look a fool.”**

Unfortunately, during the initial excitement of her new home business this lady forgot that 99% of her family, friends and contacts were players and not entrepreneurs. Virtually every contact she spoke to told her she was crazy getting involved in a scheme that involves recruiting others. Most of this lady’s contacts were reacting like this because they were being offered something they simply were not interested in.

When I spoke to this lady and she told me of her horror scenario I really felt for her. If she simply asked her contacts if they played the lottery 48% would have probably said yes! That’s half the battle won. The second half is to simply send them to [www.5-balls.com](http://www.5-balls.com). Think about the last time you bought a lottery ticket. Did the assistant try and flog you a lottery terminal?

Why do most people fail in their e-lottery business, or any other mlm business? Because, they’re trying too hard to sell the lottery terminal to someone who just wants a £1.00 lotto ticket!

So with that said, my advice is to not mention the affiliate side of things to most of your contacts. Once you’re earning a lovely commission cheque each month you watch the wannabe entrepreneurs come out of the woodwork. Then and only then, pull them to one side and show them a copy of this guide. Have them come round to your place and go on your website and show them the affiliate video. Let them know about My Auto Promo Strategy and how it will promote their e-lottery business to interested prospects each week for them. Tell them about some of the other major affiliates like ITV Plc, Chelsea Football Club & Newcastle United.

Again, it’s important to remember that not a word of this guide was put down until I received my last affiliate commission cheque. Just because we have a business model that’s labelled ‘Network Marketing’ doesn’t mean you have to aggressively promote the business side. You have an excellent service to offer people who play the lottery... there’s 20 Million people who play, there’s 100 Million in Europe who play and the world? Who knows! You focus on just getting people interested, I’ll take care of showing off your product and let the affiliates come when they’re ready.

### **Making Money**

So you’re in business as an independent VWD affiliate and I’m sure you’ll have noticed during your sign up that VWD offer more than just one product or service. So far in this guide we have only been talking about the UK e-lottery. The reason being is because it’s the back bone of the business. However, there are additional products you can offer and earn from. In fact, as you’ll see very soon, if you do use the [www.5-balls.com](http://www.5-balls.com) as means of promoting your business, the system automatically promotes the other products for you on a regular basis.

The reason I’m only mentioning this now is because to earn commissions from any of the games you do have to actually play in them to qualify.

Below I’ve listed the current games and what’s required to qualify for commissions.

## Game 1 - E-Lottery - UK National Lottery Syndicate

Commission Qualification - Play in an e-lottery syndicate

Cost £5.00 per week

Major Benefit - Guaranteed 6th Ball

Your Affiliate Website: <http://www.e-vwd.com/yourID&Initials>

## Game 2 - €-Lottery - Friday Nights EuroMillions Syndicate

Commission Qualification - Play in an €-lottery syndicate

Cost £5.00 per week

Major Benefit - Guaranteed both Lucky Stars

Your Affiliate Website: <http://www.e-vwd.com/yourID&Initials>

**IMPORTANT** - You don't have to play all games if you don't want to. When I started out as an affiliate I played in just the UK e-lottery. As my income grew I added extra commission by playing the other games. You can upgrade to play other games as and when you want.

## My Auto Promo Strategy Keeps It Simple!

Now that I've brought other games and potential commissions into the equation some readers may feel a little confused. That's one of the reasons I created My Auto Promo Strategy. By using the strategy you haven't got to worry about anything apart from sending people to

[www.5-balls.com](http://www.5-balls.com) armed with you ID Code.

## Example SMS Text or Email to a friend...

Hi Gary, go to

[www.5-balls.com](http://www.5-balls.com)

and enter

ID Code 18585JT

Cheers John :)

## Turned Into A Business or Post Card...



The key is to keep your prospect curious. If your prospect plays the lottery they'll be interested. Do not even attempt to explain where all this leads. If you do, certainly in the early days you might blow your chances. All that matters is you get as many prospects as you possibly can to visit the 5-balls website.

I'm not going to go into detail as to where to find prospects because with 20 Million lottery players in the UK they're everywhere. With approximately 48% of the adult population playing week in, week out the only thing stopping you making a cracking income is the lack of action. At the supermarket almost every other adult is lottery player. Half the cars in the street or in the crowded car park are owned by lottery players. Where ever you go if you can see more than one adult you have a prospect in sight.

When you post a letter or send a bill payment the chances are that the person who opens the letter is a lottery player. You read correctly when you send in a credit card payment the person who processes the payment probably plays and dreams of winning the lottery. Pop a business card into every envelope you mail.

Remember - The minute your prospect enters their name, email address and your ID into the form at [www.5-balls.com](http://www.5-balls.com) the system will promote all the games for you. If the prospect plays a game that you're playing you earn a commission that repeats every 4 weeks for as long as they play. Keep in mind that the system is relentless in its pursuit to get you new players, several times a week the system will email everyone who entered the system with your code.

I'm sure by now you may well have a few questions, such as "Where can I get business cards? how did you design that one? Or "I don't like that one, how can I design my own? Or what other things can I use to promote [www.5-balls.com](http://www.5-balls.com) etc etc

To see answers to those questions and find out much more, we have a team support website to help you promote 5-balls.com. Please take the time to visit the site after having read this guide, here's the website address

[www.johntrayhorn.com/5-ball-team-index.htm](http://www.johntrayhorn.com/5-ball-team-index.htm)

### **A Common Question...**

"John, you say the system will promote all the games for me. What if a prospect decides to play a game that I'm not qualified to earn from?"

Even if you're not playing a particular game you're still an affiliate for all the games. No matter what game the prospect decides to play they are added to down line or genealogy and they will always remain there. If they're playing the same game as you, you'll be paid on them. If not the commission is paid to the next person above you who is playing the same game. However, the customer will always remain yours and the moment you upgrade to play that game you'll get all the future commissions from that person.

Remember, when I first joined I only opted for the UK e-lottery syndicate. After a few months of actively promoting I realised that almost 50% of people who were joining were playing both the UK and Euro syndicates and I was only earning from the UK players. The minute I realised this I went to my e-lottery website, logged in and upgraded to play in the Euro syndicate. From then on all commissions from Euro players in my genealogy were paid to me.

### **Upgrading Your Membership**

To upgrade you simply login to the members back office and then click the 'My Details' button in the top right corner of the screen. You'll then be presented with all your personal details. Scroll down the page until you see the upgrade area. Simply follow the instructions from there.

### **Knowing When To Upgrade**

It's your responsibility to keep an eye on your genealogy. It's available to you 24/7 365 days a year and it only takes a few minutes to see who in your genealogy is playing what game.

## **Example...**

Amina Osman GBR \* - UK  
David Horton GBR \* - UK EU  
Gebrael Bacha ARE \* - UK EU  
Alec Voy GBR \* - EU  
David Sap BEL \* - UK EU  
Norman Thody CYP \* - UK EU  
Marguerita Hoover CAN \* - UK EU  
Lotto World GBR \* - EU  
bripide ITA \* - UK EU  
THE WINNING TEAM GBR \* - UK EU BID

The above example shows you have 8 playing the UK game and 9 playing the Euro game.

Now, if you're not playing the Euro game you can see that you're missing out on commission from David, Gebrael, Alec, David, Norman, Marguerita, Lotto World, bripide and THE WINNING TEAM. That's 9 x £4.00 being paid the first person above you who is playing in a Euro syndicate.

Now is a good time to upgrade because it only takes 5 Euro Players and you effectively play this for free. And in the above scenario you'll also earn £16.00 on top.

To check your genealogy at any time, simply login to the members back office and click the genealogy button at the top/middle of the page.

## **I'm Experienced And Have Some Great Business Contacts!**

Excellent, If you feel you have the experience and contacts to start recruiting affiliates from the outset then please feel free to openly share this guide with them. You may even want to turn it into a small presentation but please remember that you will only make money if you and your affiliates make sales. I personally recommend, even if you are an experienced network marketer that you start getting as many people into the Auto Promo site ASAP.

Use my 5 Balls system and you can relax knowing that your interested prospects will be contacted on a very regular basis by me. My secret is to collect prospects and keep in touch with them every week. I pay close attention to the media and any lottery advertising and then I strike while the irons hot.

Do you want me to work for you! Trust me, I didn't write this guide because I'm bored. I took the time out because I want you to build a thriving e-lottery business. If you just focus on the goal of getting people to visit [www.5-balls.com](http://www.5-balls.com) with your ID Code it won't be long before you start playing the lottery for free while enjoying ever increasing commissions every 4 weeks... 13 times a year!

You don't really need to concern yourself with attracting affiliates. They tend to appear naturally within the numbers but when you do get an email notification that you have signed up an affiliate I recommend that you contact them ASAP and send them a short affiliate guide, simply forward them this PDF file.

And do you know what that means? Exactly, I can work for them as well! It's this clever little system that makes our team so successful.

The secrets to building a large team and therefore a large income are...

## 1. Keep it simple

## 2. Duplication

### Keep it Simple

Just keep sending prospects to [www.5-balls.com](http://www.5-balls.com) Me and the Auto Promo site will do the rest!

### Duplication

When you have introduced a new affiliate, can they easily do what you did?

You may be a brilliant salesman, you may be an expert in computers and building amazing websites, you may have excellent marketing skills etc but the person you have just introduced may not have any of those abilities. Can they duplicate what you do? NO

Now if you use this guide and our team's 5-ball system can they easily duplicate that YES!

Let's re-cap...

Simple 3 step process...

1. Download and print the affiliate guide (oh and don't forget to read it!)
2. Send people to [www.5-balls.com](http://www.5-balls.com) with your invite code (your ID number and initials)
3. When you introduce a new affiliate send them a copy of the affiliate guide and this web address [www.johntrayhorn.com/5-ball-team-index.htm](http://www.johntrayhorn.com/5-ball-team-index.htm)

End Note:

Success leaves clues...

I am one of the top 10 affiliates in the world for e-lottery. You are completely free to promote your new e-lottery business how you see fit, there is no obligation to follow what you have read in these pages. GOOD LUCK!

OK that's it! Now please visit the team support site at

[www.johntrayhorn.com/5-ball-team-index.htm](http://www.johntrayhorn.com/5-ball-team-index.htm)